

### AMENDMENTS TO THE CLAIMS

1. (Currently amended) A computer readable storage medium having encoded therein a computer program product for optimizing character string placing, the computer program product performing the following operations: ~~stored on a computer-readable medium and adapted to perform operations comprising:~~

performing a horizontal placement to place a character string along a prospective guide line that is located at the center of prospective guide lines that are longer than the longest horizontal segment of the area of the character string, the prospective guide lines being drawn as virtual horizontal lines at regular intervals in the a demarcated region.

2-3. (Canceled)

4. (Currently amended) The computer readable storage medium ~~program product of~~ claim 1, wherein the operations further comprise: ~~function comprises:~~

adjusting placement to move the placed character string vertically or horizontally within the demarcated region.

5. (Currently amended) The computer readable storage medium ~~program product of~~ claim 1, wherein the operations further comprise: ~~function comprises:~~

centering placement to arrange the placed character string in such a manner that the distances between the demarcated region segments that demarcate the demarcated region and dots on character string region segments that demarcate the character string region are made uniform.

6. (Currently amended) A computer readable storage medium having encoded therein a computer program product for optimizing character string placing, the computer program product performing the following operations: ~~stored on a computer readable medium and adapted to perform operations comprising:~~

performing a first horizontal placement or a first tilting placement on all demarcated regions;

performing a pull-out placement on each demarcated region in which the first horizontal placement or the first tilting placement cannot be performed, assuming that the character string placed in the first horizontal placement or the first tilting placement has not been placed;

performing a second horizontal placement or a second tilting placement to place the character string placed in the first horizontal placement or the first tilting placement, and, when the placement cannot be performed because of the character string placed through the pull-out placement, nullifying the character string placed through the pull-out placement hindering the placement, thereby placing the character string through the second horizontal placement or the second tilting placement.

7. (Currently amended) The computer readable storage medium ~~program product of~~ claim 6, wherein the operations further comprise: ~~function comprises:~~

an adjusting placement to move the character string vertically or horizontally within the demarcated region, when the character sting cannot be placed through the first horizontal placement or the first tilting placement.

8. (Currently amended) The computer readable storage medium ~~program product~~ of claim 6, wherein the operations further comprise: ~~function comprises:~~

a replacing placement, after the second horizontal placement or the second tilting placement, to place alternative display objects such as characters, other character strings, symbols, or graphics, instead of the character string that cannot be placed in the first horizontal placement or the first tilting placement, the pull-out placement, or second horizontal placement or the second tilting placement.

9. (Currently amended) The computer readable storage medium ~~program product~~ of claim 8, wherein the operations further comprise: ~~function comprises:~~

the pull-out placement again prior to the replacing placement.

10. (Currently amended) The computer readable storage medium ~~program product~~ of claim 6, wherein the operations further comprise: ~~function comprises:~~

a centering placement to arrange the already placed character string in such a manner that the distances between demarcated region segments that demarcate the demarcated region and dots on character string region segments that demarcates the character string region are made uniform, after the first horizontal placement or the first tilting placement.